

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

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- New partnership formed between CDFA and DHS to promote food security
- CDFA Secretary Bill Lyons, Jr., attends oral arguments at United States Supreme Court.
- EPA seeks exemption from pesticide ban on behalf of agricultural producers

FREE GRANT WRITING WORKSHOP

Date: Thursday, May 22, 2003

Time: 6:00–9:00pm

Location: Fresno

The workshop is a partnership between the USDA, the I-5 BDC, and the Fresno County Economic Opportunities Commission (EOC). Chris Sundstrom of the USDA will be providing a hands-on practical workshop to improve your grant writing skills. For further details, please contact the Fresno EOC at (559) 263-1059.

LISTENING SESSIONS TO BE HELD ON COUNTRY ORIGIN LABELING IMPLEMENTATION

U.S. Agriculture Secretary Ann M. Veneman recently announced a series of listening and educational sessions in various parts of the country to gain more public input and provide interested parties more information about the new Country of Origin Labeling law contained in the 2002 Farm Bill.

The listening and educational sessions will take place in 12 states representing a cross-section of food and agricultural sectors. Those states are California, Florida, Louisiana, Minnesota, Missouri, Montana, Nebraska, N. Carolina, Pennsylvania, Texas, Washington and Wyoming. The California session will be held on June 12, 2003 in Sacramento. Further information on the listening sessions can be found at: www.ams.usda.gov.
Source: USDA Press Release

NEWS

ORAL ARGUMENTS ON CALIFORNIA MILK POOLING SYSTEM HELD AT U.S. SUPREME COURT

The Office of the California Attorney General, representing the California Department of Food and Agriculture, defended a key provision of California's milk pooling system in oral arguments before the United States Supreme Court.

The high court is considering a lawsuit filed by out-of-state dairies objecting to a 1997 amendment to the pool regulations that closed a loophole that had significantly disadvantaged in-state producers.

CDFA Secretary William (Bill) J. Lyons, Jr. attended the historic oral arguments. This is the first time that litigation over California's milk regulatory system has reached the Supreme Court. "We have already prevailed at the district court and the court of appeal," said Secretary Lyons, "and I am hopeful that the Supreme Court Justices will see that we provide an equitable system for all dairy producers." A decision is anticipated in June of this year. Source: CDFA Press Release

CALIFORNIA FRESH—TASTE THE SUNSHINE PROMOTION

The California Office of Trade and Investment (COTI) Hong Kong in partnership with the Agricultural Export Program will be conducting a California Food Promotion within Park N Shop stores in the summer of 2003.

The current market has been conducive to greater consumption of nutritional, fresh fruit and vegetables. This promotion will provide an expansive introduction of California food products and will create greater market awareness and access for our products.

The Agricultural Export Program and COTI Hong Kong will be partnering with California Fresh Fruit and Vegetable Cooperators in Hong Kong and China to advance this promotion. If you are interested in learning more about the California Fresh—Taste the Sunshine Promotion, please contact the Agricultural Export Program.

USDA SEEKS COMMENTS OF PROPOSED REGULATION ON TRADE ADJUSTMENT ASSISTANCE FOR FARMERS.

The U.S. Department of Agriculture has invited public comments on the proposed regulations for the Trade Adjustment Assistance for Farmers program.

Under the program, USDA will provide funds to eligible producers of raw agricultural commodities when the Secretary determines that increased imports have contributed importantly to a specific price decline over five preceding marketing years. Comments on the proposed rule must be received on or before May 23, 2003. For further information, please visit www.fas.usda.gov

AEP UPCOMING EVENTS

California Department of Food & Agriculture
Sponsored Trade Events

IFIA

June 11-13, 2003 Tokyo, Japan

ANUGA

October 11-15, 2003 Cologne, Germany

For information regarding any of these upcoming events, please e-mail the CA Department of Food and Agriculture, Agricultural Export Program: aepinfo@cdfa.ca.gov

ADDITIONAL TRADE EVENTS

Caribbean Region Food Trade Mission

June 8-14, 2003 Jamaica and St. Lucia

Sponsored by the USDA, Foreign Agricultural Service. The Caribbean Region Food Trade Mission will allow participants to meet one-on-one with importers, chefs, and food & beverage managers interested in products from both the food-service and retail sectors. Contact Shani Zebooker—shani.zebooker@usda.gov

CONFITEXPO 2003

July 29—August 2, 2003 Mexico

Sponsored by WUSATA. CONFITEXPO is the most important candy event in Mexico and Central America. If you are interested in joining companies such as Vero Candies, Grupo Lorena and Lucas in the confectionary Mexican market, this is the show for you! Contact Dawn Velasquez—dawn.velasquez@ag.state.co.us

AGROEXPO 2003 (American Café)

July 31- August 10, 2003 Columbia

Sponsored by the Office of Agricultural Affairs, US Embassy, Bogota. AGROEXPO 2003 is the main agricultural and livestock event in Latin America. The agricultural attaché's office will rent an open space of 42 square meters to set up an American Café display of U.S. agricultural products and information on U.S. exporters. Contact Teresina Chin—teresina.chin@usda.gov

Great American Food Show 2003

September 30-October 1, 2003 Dominican Republic

Sponsored by the Foreign Agricultural Service, American Embassy, Santo Domingo. The Great American Food Show 2003 is a unique opportunity to promote your food and beverage products in the Dominican Republic and other major Caribbean Islands. Contact Teresina Chin—teresina.china@usda.gov



Secretary, William (Bill) J. Lyons, Jr.
Deputy Secretary, Elaine Trevino
Director, Esther Vicente
Agricultural Export Program Staff

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RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of April. Reports are available on-line at www.fas.usda.gov

Kuwait: Country Report

China: Proposed MRL's (various products)

EU: Pet food regulations

NEW FOOD LABEL LAW FOR MALAYSIA

A new Malaysian law will require the food processing industry to comply with compulsory labeling and nutrition claims for certain types of foods. The law will apply to bread, dairy products, canned food, fruit juices, salad dressing, mayonnaise, and soft drinks. The nutritional labeling will be compulsory for four types of nutrients—energy, fat, protein and carbohydrates.

These new regulations are based on recommendations from the CODEX Alimentarius Commission, the highest international body on food quality and safety standards. The law will go into effect in June 2003. *Source: Global Food Marketer*

USDA/FAS BUYER ALERT SERVICE

The Buyer Alert service is a proven way to inform foreign buyers about your products and company. It is a biweekly newsletter distributed by USDA overseas offices, which allows your worldwide "For Sale" ad to be read by over 17,000 importers in 75 countries, often in the local language. It is one of the most powerful ways to advertise your product and make export sales. Each announcement in the newsletter provides a product description, offers terms and supplies information about your company. For more information on the Buyer Alert Service, please contact the Agricultural Export Program.

CENTERS FOR INTERNATIONAL TRADE DEVELOPMENT

The Centers for International Trade Development (CITD) provide California businesses with a number of programs and services designed to help companies succeed in the international business arena. The 14 CITDs conveniently located throughout the State are well suited to provide educational and export training at the local level. Please take the time to familiarize yourself with the CITDs at www.citd.org

NEWS

EXPORT OPPORTUNITIES

- A Mexican company is seeking a producer to supply approximately 500 tons of brindled beans and 400 tons of broken grain rice
- A wholesaler in China is looking to source almonds through its affiliate buyer in Hong Kong
- A Russian canned soup manufacturer is looking for an equipment supplier to provide manufacturing equipment
- A large Dutch company is seeking suppliers of peaches, strawberries and pecans
- An Ecuadorian company is seeking 2000 metric tons of yellow corn
- A Japanese company is seeking low price California wine (red, white and rose) within the retail price zone of 350-390 Yen, approximately (\$2.90—\$3.25 US\$) for 750ml
- A Taiwanese company is seeking tomato powder for food manufacturing purposes
- A Israeli company is seeking a supplier of frozen black eye peas to import on a regular basis

If you are interested in one or more of these export opportunities, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

EPA SEEKS EXEMPTION FROM PESTICIDE BAN ON BEHALF OF U.S. AGRICULTURAL PRODUCERS

Despite vocal criticism from environmental groups, the Bush administration has recently sought exemptions from the use of a pesticide initially scheduled to be phased out by 2005 under the Montreal Protocol of 1987. The application, which was submitted to the United Nations last month, seeks a two year exemption from restrictions on the use of the chemical, methyl bromide. Currently, 14 other nations are seeking exemptions for the use of methyl bromide.

56 applicants, including California tomato and strawberry growers, have requested the exemption, claiming that they would face significant market disruptions if the exemptions were not granted. Since the 1987 Protocol, the U.S. Government has spent more than \$146 million to find alternatives to the use of methyl bromide. However, applicants contend that the research has failed to yield a viable replacement product.

Methyl bromide is a toxic gas that sterilizes soil before planting and kills pests in stored food products. Methyl bromide is considered to be highly destructive to the ozone layer and has been estimated to account for a full 7 percent of all ozone erosion. The United States is currently the world's largest consumer of methyl bromide, accounting for 25 percent of all consumption.

Farmers, tree growers and golf course operators, however, maintain that there does not currently exist a viable alternative.

Despite the exemption request, EPA officials say that they are still committed to implementing the protocol and plan to restrict its use in the future. *Source: NY Times*

CALIFORNIA AGRICULTURAL EXPORT TEAM

The California Department of Food and Agriculture has recently partnered with several local, state, and federal agencies to develop a network of assistance programs that can be used by California agricultural industries.

Modeled after the National Agri-Business Team, a cooperation between the US Departments of Agriculture and Commerce, the California Agricultural Export Team will focus on directly assisting California companies through training and development services.

NEW PARTNERSHIP FORMED BETWEEN THE CALIFORNIA DEPARTMENTS OF FOOD AND AGRICULTURE AND HEALTH SERVICES TO PROMOTE FOOD SECURITY

To promote research and public education of food safety and security issues, the California Department of Food and Agriculture (CDFA) and Department of Health Services (DHS) recently announced the formation of the \$5 million Western Institute for Food Safety and Security. Located at the University of California, Davis, the newly-formed Institute will seek to develop ways to identify food-borne hazards more rapidly and accurately. The institute will also attempt to find ways to prevent the natural and intentional food contaminations that could lead to food borne illnesses and outbreaks.

The new institute is expected to deal with a wide range of food safety-related issues, including:

- the emergence of new disease-causing agents and organisms that are resistant to common antibiotics;
- the globalization of the world's food supply and the resulting increased speed at which food-borne diseases may be transferred from continent to continent; and
- the cultural and social changes pertaining to the State population's eating habits.

According to Bennie Osburn, Dean of the UC Davis School of Veterinary Medicine, the institute is expected to serve as the "cornerstone to establishing California as the world's leader in food safety and security." As noted by CDFA Secretary Bill Lyons Jr., the goal of the new institute is to help ensure confidence in the state's food supply, which he cited as already being the world's safest. To accomplish its mission, the institute is expected to utilize research and practical education programs as part of a comprehensive approach to addressing food-related safety concerns. *Source: CDFA Press Release*

COMPANY SERVICES

Border Trade Services is a warehousing and distribution company located in Mexicali, Tijuana and San Diego. The company is dedicated to assist small businesses in expanding their export market in Mexico and Baja California.

Border Trade Services, as a logistical company, will take responsibility of storage and distribution of products within their respected territories, therefore expanding an exporters distribution base. For further information of Border Trade Services, please visit their website at: www.bordertradeservices.com



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